

Back on Henry Ford's assembly line, this wasn't such a bad idea. But over the years, it's become a standard HR practice – possibly to our detriment. Only recently, companies have started to realize that they can make better use of that budget with meaningful recognition programs that impact and drive day to day behaviors for the benefit of the business.

This doesn't mean you should ignore levels of service, but it can be done with very little budget or none at all. The trend is that companies are focusing on making an impact on recognition daily as opposed to annually. Another good reason for this? The 2009 US Department of Labor study shows that the average employee tenure is 1.8 years. Most employees never see their five-year service award. But if they're being recognized on a daily basis, there's a good chance you might retain them for years (even if you never promise them a gold watch).

Need more convincing? According to Gallup poll, companies with with large numbers of disengaged workers

experience much lower productivity, and these employers experienced over 51 percent higher turnover than their peers. Additionally, almost 50 percent of employees polled said they would leave their job for a company that clearly recognized employees for their efforts and contributions. Finally, among respondents who stated they plan to search for a new job this year, only 24 percent are satisfied with recognition received at work. This presents a clear opportunity for improvement.

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## Trend 3: Leverage the Power of Social Employee Recognition

With the world going much more social, social employee recognition has made it to the workplace. Organizations are encouraging and allowing employees to recognize their peers and utilizing new SaaS technologies to let them share it on a social platform for everyone to see.

This has become impactful because it amplifies daily recognition and helps reinforce desired behaviors to drive employee success. Furthermore, it highlights key performers in an organization and identifies high-potentials.

Social employee recognition isn't only amplified one way, but also allows employees to interact with each other in real-time and acknowledge their teammates' accomplishments. How many of us ever feel in the dark about others' job responsibilities, especially in different departments? This facilitates constant communication among employees, regardless of geographic location and time zone, and helps align them with the bigger picture.

However, the real benefit of this trend is when your start sharing on all social media platforms outside of the company.

It might sound crazy at first, but when companies are doing it and they're getting great results. So many companies spend endless hours and dollars trying to create a positive, powerful social media presence. With social recognition, you provide an outlet for positive messaging to help support your employer brand and make your employees more engaged and productive. In other words, everybody is #winning.

External social employee recognition means sharing an internal recognition across the individual employees' external networks including Facebook, Twitter and LinkedIn. It's optional, but it plays to people's intrinsic motivations. For the same reason that people share little details about their lives to create an online persona, they'll want to share to their successes in the office through social recognitions.

The benefits? There's a constant flow of positive content related to your company. You build an attractive employer brand, and set your company up for social recruiting. You can even follow best practices and link recognitions to information about hiring. Who wouldn't want to work for a company that recognizes their employees? It's a competitive advantage that doesn't only attract great new talent, it helps retain the A players you already have.